

10 Pretty Good Rules on Customer Relationships

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Trust is *The Framework*

- ▶ Good relationships are built on trust
 - Integrity
 - Honesty
 - Openness
 - Dependability
 - Reliability
 - Mutual goals



Customers *Want* to Work With People They Trust

- ▶ Want us to share their vision
- ▶ Want to succeed as a team
- ▶ Want a “friendly” working relationship

“All things being equal, I would rather do business with my friends than with my enemies.” – Unknown



Understand Your Customers

- ▶ Are your customers your allies? Is there high trust between you?
- ▶ Are your customer your adversaries? Do you not trust each other? Do you share the same goals?
- ▶ Are your customers your opponents? Do you trust each other but not agree on your purpose or goals?

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Rule #1

SHUT UP and LISTEN



"I like to listen. I have learned a great deal from listening carefully. Most people never listen."
- Ernest Hemingway



"Better to remain silent and be thought a fool than to speak out and remove all doubt"
- Abraham Lincoln

"We have two ears and only one tongue in order that we may hear more and speak less."
- Diogenes Laertius

"One must talk little and listen much."
- African Proverb

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Rule #2

RESPECT



cal
sional



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Rule #3



DON'T ARGUE – *PERSUADE*

persuade
~~convince to~~

Be Assertive (Aggressive vs Assertive)



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Rule #4



DON'T PUT OFF BAD NEWS

Your Client Will Think You're Hiding Something Or
Being Deliberately Devious and Deceitful
(Trust Issues)



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Rule #5

REALIZE/ACCEPT THE FACT CUSTOMERS DO
NOT HAVE TO BE YOUR FRIEND
(And Usually Are Not)



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Rule #6

CUSTOMERS DO NOT CARE ABOUT YOUR
BAD DAY



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Rule #7

PERSISTENCE AND PATIENCE GO A LONG WAY

“One of our Ex-presidents, Calvin Collidge said of Persistence: Nothing in the world can take the place of Persistence. Talent will not; Nothing is more Common than unsuccessful men with talent. Genius will not; Unrewarded genius is almost a proverb. Education will not; The world is full of educated Derelicts. Persistence and Determination alone are omnipotent.”

“Most people give up just when they’re about to achieve success. They quit on the one yard line. They give up at the last minute of the game; one foot from a winning a **touchdown.”**
- H. Ross Perot

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Rule #8



**“CAN DO” vs “CAN’T DO”
Goes A long Way**



“I find that the harder I work, the more luck I seem to have.”

- Thomas Jefferson

“I have not failed. I’ve just found 10,000 ways that won’t work.”

- Thomas Edison

“You get the best out of others when you give the best of yourself.”

- Harry Flintstone

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Rule #9

DON'T TAKE IT PERSONALLY

GET OVER IT



"If you don't like something, change it. If you can't change it,
change the way you think about it!"

- unknown

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Rule #10

SMILE

Attitude goes a long way !



Building Better Relationships

- ▶ Requires Introspection
 - What am I contributing to this relationship?
 - How can I make it better?
- ▶ Come up with your own “pretty good rules”

